Attendance Awareness All Year Long: Inspiring and Sustaining Progress
Welcome

Samantha Wigand
Director, Childhood Success
Global Impact, Strategy and Innovation
United Way Worldwide
2016 Convening Partners
2016 Campaign Goals

• **Expand the public’s awareness** of the importance of attendance particularly for our most vulnerable children with special attention to addressing barriers related physical and behavioral health;

• **Use data** to drive and take action; and

• **Activate a wide array of stakeholders** -- educators and likely and unlikely public agencies and community allies
What’s New in 2016

• Greater emphasis on strategic messaging throughout the year with September as a launch activity.

• Leveraging Every Student, Every Day Initiative (including national success mentor initiative, June Summit, OCR data release)

• New momentum created by inclusion of chronic absence in ESSA

• Even greater emphasis on the chronic absence as a barrier to equal opportunity to learn, especially for our most vulnerable students.
Cecelia Leong
Associate Director for Programs
Attendance Works

Hedy Chang
Executive Director
Attendance Works

& Members of the Attendance Works Team
2016 By the Numbers

• **431 communities in 47 states and D.C. pinned on the 2016 Attendance Action Map**

• **63 national partners**

• **203,294 website page views in September**

• **7,580 listserv subscribers**

• **1,571 media hits**

• **7,458 tweets using #schooleveryday creating 15.8 million impressions**
Superintendent’s Call to Action

Own the issue

Mobilize the Community

Drive with Data

To sign-up for the Call to Action, or to learn more, please visit: www.attendanceworks.org/superintendents-call-to-action

500 Superintendents
California with **69** pins topped the list!

Alabama was second with **46** pins. Largest increase in participating communities from 2015 with 32 additional communities

Agenda

• Overview
• 2016 Attendance Awareness Month Highlights
• Panel Discussion: How to Anticipate and Address Dips in Attendance Through the Year
• Questions & Answers
• Announcements and Resources
What is Chronic Absence?

Chronic absence is different from **truancy** (unexcused absences only) or **average daily attendance** (how many students show up to school each day).

Chronic absence is missing so much school for any reason that a student is academically at risk. Attendance Works recommends defining it as **missing 10% or more of school for any reason**.
## Multiple Measures of Attendance

<table>
<thead>
<tr>
<th>Measure</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Average Daily Attendance</strong></td>
<td>How many students show up to school every day? The percent of enrolled students who attend school each day. It is used in some states for allocating funding.</td>
</tr>
<tr>
<td><strong>Truancy</strong></td>
<td>Who is missing school without permission? Typically refers only to unexcused absences. Each state has the authority to define truancy and when it triggers legal intervention.</td>
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<tr>
<td><strong>Chronic Absence</strong></td>
<td>Who is missing so much school they are academically at risk? Broadly means missing too much school for any reason -- excused, unexcused, etc. Researchers commonly define it as missing 10% of school. OCR currently defines it as missing 15 days. Chronic absence is a required reporting metric in ESSA.</td>
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Why does reducing chronic absence matter?

- **Exposure to language:** Starting in Pre-K, attendance equals exposure to language-rich environments especially for low-income children.
- **Time on Task in Class:** Students only benefit from classroom instruction if they are in class.
- **On Track for Success:** Chronic absence is a proven early warning sign that a student is behind in reading by 3rd grade, failing courses in middle and high school, and likely to drop-out.
- **College and Career Ready:** Cultivating the habit of regular attendance helps students develop the persistence needed to show up every day for college and work.
- **Engagement:** Attendance reflects engagement in learning.
- **Effective Practice:** Schools, communities and families can reduce chronic absence when they work together.

(For research, see: http://www.attendanceworks.org/research/)

First Ever National Chronic Absence Data Released in June 2016

Source: U.S. Department of Education Civil Rights Data Collection

OVER 6 MILLION

students missed 15 or more days of school in 2013-14.

That’s 13 percent of the student population—or 1 in 8 students.
Adopt a multi-tiered support system for students, schools and districts.

Everyone should help make schools warm, welcoming engaging places that motivate students to show up & encourage students and families to monitor when absences are adding up.
Today’s Panelists

**Kim Nauer**, Education Research Director  
*The New School, Center for New York Affairs*

**Brent Lynch, Director**, Pupil Personnel  
*Jefferson County Public Schools, Louisville KY*

**Terry Patton**, Principal  
*Franklin Square Elementary and Middle School, Baltimore, MD*

**Todd Rogers**, Associate Professor of Public Policy  
*Kennedy School of Government, Harvard University*
Panel Discussion
Research and Data Tools

The webpage includes:

- **Report:** *A Better Picture of Poverty: What Chronic Absenteeism and Risk Load Reveal About NYC’s Lowest-Income Elementary Schools*
- An Interactive Attendance Heartbeat Tool
- An Interactive Risk Load Tool
- And feel free to email Kim Nauer at: nauerk@newschool.edu

See [http://www.centernyc.org/betterpictureofpoverty](http://www.centernyc.org/betterpictureofpoverty)
DAY-TO-DAY ATTENDANCE 2013-2014
DAY-TO-DAY ATTENDANCE SEPTEMBER-FEBRUARY 13-14
DAY-TO-DAY ATTENDANCE MARCH-JUNE 2014
Attendance Analysis Dashboard

https://www.jefferson.kyschools.us/
As the year begins and ends the rate of attendance is above 96%.
Why?
• New classmates
• New teachers
• New school
Near the end of the school year more activities for students are available.

http://www.franklinsquareschool.org/
Weekly Incentives for Perfect Attendance

- Lunch bunch for on time arrivals
- Monthly celebrations
- Raffles (bikes and other items)
- Certificates (for scholars and family members)
- Consistent Conversations
- Intercom announcements of daily percentages
- Classroom door banners to celebrate perfect attendance
January has often been a time of inclement weather (snow and ice) during the past two years.

Late openings and early release days in January also impacted students’ attendance because parents sometimes opted not to send their scholars to school on those days.

Student attendance has often been negatively impacted in April due to the change of seasons. Spring weather often causes health problems for our students with asthma and allergies.

http://www.franklinsquareschool.org/
Dips occur at my school during the winter months and we are always adding new strategies.

**Strategies to anticipate the dips**

- Think abouts:
- Before school year begins
- Get immunization schedule and locations from Health Department
- Have CHIP Forms ready to send home and give to families (asthma and colds)

http://www.franklinsquareschool.org/
Strategies to lower dips in attendance

- Focus Groups
- Standard of Care Mentorships (check in checkout)
- Provide new uniforms
- Provide clean clothes
- Beauty Products
- Personal items (hygiene)
- Food Bank
- Fruit / Veggie pickup... at a very low cost (food desert)
- Breakfast in classroom (morning meeting)
- Free fruit in classroom several times per week
- washer dryer
- after-school program
- Barbershop
- Clothes Bank
- Saturday Program

http://www.franklinsquareschool.org/
For your school or district, what month has the highest number of absences?
Questions from the Audience
Todd Rogers
Harvard Kennedy School
and In Class Today
January 20, 2016

Dear Parent/Legal Guardian:

Good attendance is required for academic excellence. California Education Code section 48260 provides that a pupil (child) subject to compulsory full-time education or to compulsory continuation education who is absent from school without a valid excuse three full days in one school year or tardy or absent for more than a 30-minute period during the school day without a valid excuse on three occasions in one school year, or any combination thereof, shall be classified as a truant and shall be reported to the attendance supervisor or to the superintendent of the school district.

School records indicate that the pupil named above was absent from school without a valid excuse on 4 occasions, beginning with the following dates:


For a complete report of your pupil's absences, contact the school.

Our goal is to partner with families to ensure that students attend school every day. While the following consequences may appear harsh, based upon your pupil's initial classification as a truant, we are mandated by Education Code section 48260.5 to inform you that:

- The parent or legal guardian is obligated to compel the attendance of the pupil at school.
- Parents or legal guardians who fail to meet these obligations may be guilty of an infraction and subject to prosecution pursuant to Article 6 (commencing with Section 48290) of Chapter 2 or Part 27 of the Education Code.
- Alternative education programs are available in the district.
- The parent or legal guardian has the right to meet with appropriate school personnel to discuss solutions to the pupil's truancy.
- The pupil may be subject to prosecution under Education Code section 48264.
- The pupil may be subject to suspension, restriction, or delay of the pupil's driving privilege pursuant to Section 13202.7 of the Vehicle Code.
- It is recommended that the parent or legal guardian accompany the pupil to school and attend classes with the pupil for one day.

This report is being issued under Education Code section 48264.5(a). As the parent/legal guardian you may be requested to attend a meeting with a school counselor or other school designee to discuss the root causes of the attendance issue and to develop a joint plan to improve the pupil's attendance.

Please recognize that we are required to monitor attendance and notify parents/legal guardians of potential problems with student attendance. If you have concerns about your pupil's attendance or if you believe there is an error in this report, contact the school at The designated attendance personnel will work with you to resolve this issue. We look forward to assisting you.

Sincerely,

Principal

1st Initial Notification of Truancy Report - English
Robocalls:
- Very few *listen*

Notices of Truancy:
- 12th grade + reading level
- Lots of words
- Oppositional, threatening
ABSENCES MATTER AND YOU CAN HELP

Dear Parent/Guardian of Todd Rogers,

Todd has been absent 23 days this school year.

Excused and unexcused absences affect Todd’s learning.

Thank you for continuing to help Todd attend school as much as possible.

Sincerely,

William R. Hite, Jr., Ed.D.
Superintendent
The School District of Philadelphia

**This card is part of the XYZ Attendance Project, which aims to increase awareness about the importance of attendance. This is a follow-up to cards we sent earlier in the year. The number of absences listed above includes excused and unexcused absences as of February 1, 2015. If you have questions, or you do not want to receive future cards, please call [PHONE], email [EMAIL], or visit www.XYZattendanceproject.org. Please be sure to provide the following code: [UNIQUE CODE]. If you received this card in error or have already opted out of receiving these cards, please disregard this one. We apologize for the inconvenience.
(Some) **false beliefs** matter; other candidates

**Mail** is read & remembered

Reduce chronic absenteeism **11%**

~$7/incremental day + learning more

Replicated in 16 districts

Cost effective... **complement**

Easily implemented at **scale** (admin data, automated)

**In Class Today** helping districts implement this approach (**johannes@inclasstoday.com**)
Traditional pupil month report only included Attendance % and trend data from month to month.

New attendance analysis reports for schools include categories for truants, perfect attendance, and chronically absent students.

https://www.jefferson.kyschools.us/
New district level reports available to local schools that provide detailed lists for truants, perfect attendance students and chronically absent students.

https://www.jefferson.kyschools.us/
Franklin Square Elementary/Middle School #95

Addressing the needs of chronically absent students

http://www.franklinsquareschool.org/
LEVELS OF ELEMENTARY SCHOOL CHRONIC ABSENTEEISM BY DISTRICT 2014
Questions from the Audience
Resources & Announcements
Feedback on 2016

Fill out the feedback form and get the chance to win a customized badge for 2017!

Watch for your opportunity in the next newsletter.
Support AAC 2017

http://www.attendanceworks.org/donate-to-attendance-works/
http://www.attendanceworks.org/tools/for-public-messaging/holiday-messaging/
Attendance Works Toolkits

http://www.attendanceworks.org/tools/for-public-messaging/winter-messaging/
Every Student Every Day: A Virtual Summit on Chronic Absence as a Measure of School Quality or Student Success

December 7, 2016
10 PT / 1 ET
We will post a recording of this webinar on our website within 72 hours at:

http://www.attendanceworks.org/peer-learning-resources/
Please let us know how we can improve:

https://www.surveymonkey.com/r/Inspiring-Progress
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